Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method of illuminating an active matrix electroluminescent display device comprising an array of display pixels arranged in rows and columns, the method comprising acts of:

at any point in time,

simultaneously illuminating a plurality of rows of pixels, the plurality of simultaneously illuminated rows of pixels forming at least two ~~displayed~~ first bands ~~of simultaneously illuminated rows of pixels~~ separated by a band formed of non-illuminated plurality of rows of pixels, and

the at least two ~~displayed~~ first bands ~~of simultaneously illuminated rows of pixels,~~ scrolling in the column direction over time such that the at least two ~~displayed~~ first bands ~~of simultaneously illuminated rows of pixels~~ simultaneously change horizontal position from one time to a next time, and

displaying image data for different frames of video in different ~~ones of the at least two displayed~~ first bands ~~of simultaneously illuminated rows of pixels,~~ so that different parts of two adjacent frames are displayed ~~simultaneously~~ at any one time,

wherein at most 75% of the rows of pixels are illuminated at any point in time.

2. (Currently amended) The method as claimed in claim 1, wherein each ~~displayed~~ first

band ~~of simultaneously illuminated rows of pixels~~ comprises a plurality of adjacent rows of pixels.

3. (Canceled)

4. (Currently amended) The method as claimed in claim 1, wherein each ~~displayed~~ first band ~~of simultaneously illuminated rows of pixels~~ comprises a plurality of sequential alternate rows of pixels.

5. (Currently amended) The method as claimed in claim 4, wherein one ~~displayed~~ first band ~~of simultaneously illuminated rows of pixels~~ comprises only odd rows and another ~~displayed~~ first band ~~of simultaneously illuminated rows of pixels~~ comprises only even rows.

6. (Previously presented) The method as claimed in claim 1, wherein at most 50% of the rows are illuminated at any point in time.

7. (Previously presented) The method as claimed in claim 6, wherein at most 30% of the rows are illuminated at any point in time.

8. (Currently amended) An active matrix electroluminescent display device comprising:

an array of display pixels arranged in rows and columns; and

row driver circuitry for simultaneously illuminating a plurality of rows of pixels, the

plurality of simultaneously illuminated rows of pixels forming at least two ~~displayed~~ first

bands ~~of simultaneously illuminated rows of pixels~~ separated by a band formed of non-

illuminated rows of pixels, the row driver circuitry illuminating each row of pixels for at most

75% of a frame period,

wherein the at least two ~~displayed~~ first bands ~~of simultaneously illuminated rows of~~

~~pixels~~

scroll in the column direction over time such that the at least two ~~displayed~~ first

bands ~~of simultaneously illuminated rows of pixels~~ simultaneously change horizontal

position from one time to a next time, and

image data for different frames of video is displayed in different ones of the at least

two ~~displayed~~ first bands ~~of simultaneously illuminated rows of pixels,~~ so that different parts

of two adjacent frames are displayed ~~simultaneously~~ at any one time.

9. (Previously presented) The device as claimed in claim 8, further comprising a frame

buffer for storing image data.

10. (Previously presented) The device as claimed in claim 9, wherein the frame buffer

stores an amount of data corresponding to a single frame of the image data.

11. (Previously presented) The device as claimed in claim 10, wherein the image data is

written into the frame buffer progressively frame by frame in sequence, such that the frame

buffer stores partial image data for two adjacent frames, and wherein the image data is

read out from the frame buffer at two locations simultaneously.

12. (Previously presented) The device as claimed in claim 11, wherein the two locations include image data from different adjacent frames of image data.

13. (Canceled).